

Level One's Central Leasing OfficeSM An Independently Conducted Case Study

Summit Properties

Following are excerpts from an interview with Randy Ell, former President of Summit Properties (~14,000 units), where he was an early adopter of Level One's Central Leasing OfficeSM.

Summit Properties was acquired by Camden Property Trust in 2005.

Level One's Success

- "We tested Level One on eight properties in four markets and we had about the same number of properties in the same markets that did not test Level One. At the end of the test period, leases had increased on all of the communities compared to the previous year. Markets had improved, but compared with the properties not using Level One, the properties using Level One had a 41% higher increase in leases from their advertising sources."
- "My biggest "aha!" moment with Level One was finding out that Internet traffic was 35-40% of my business - I thought it was 5%. Level One handles both phone and email inquiries, which ensures I am now capturing this huge piece of business."
- "Our phone shop scores, regardless of training, were no better than 60% on calls and follow-up, compared to 85% or better in person. In addition to the busy dynamics of a leasing office, as an industry we hire "outside" sales reps who love in-person sales, but they don't enjoy selling over the phone. Level One hires and specifically trains "inside" sales reps that enjoy and thrive selling over the phone."

Level One's Affect on Staffing

- "Our industry's staffing model (one person per 100 units) is really lacking. For 1/4 of the total cost of another leasing professional, Level One will answer the phone 24 hours a day, seven days a week and deliver a fairly perfect sales presentation every single time, which leads to more traffic and ultimately more leases."
- "Initially, the leasing staff thought we were trying to replace them. We just reinforced that we were trying to make them more effective, not trying to replace them. Once they started using it and they saw their sales going through the roof, including leases sight-unseen, they became big fans."
- "Level One allows us to focus more time on resident satisfaction - which leads to renewals. We want to use our staff's time to do more follow up and see what else we can do for our residents. People remember that at renewal time."



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